



Please attribute this information to:
Monmouth University Poll

West Long Branch, NJ 07764
www.monmouth.edu/polling
Follow @MonmouthPoll

Released:
Wednesday, February 14, 2024

Contact:
PATRICK MURRAY
pdmurray@monmouth.edu
Follow @PollsterPatrick

NATIONAL: NEARLY 1 IN 5 BELIEVE TAYLOR SWIFT ELECTION CONSPIRACY THEORY

But 2 in 3 Americans approve of the singer encouraging voter turnout

West Long Branch, NJ – Just under 1 in 5 Americans believe the singer Taylor Swift is part of a covert effort to help President Joe Biden win the 2024 election. At the same time, the *Monmouth (“Monmouth”) University Poll* also finds that most Americans are supportive of efforts by Swift to encourage her fans to vote.

Just under half (46%) of the American public has heard something about Swift being part of a supposed covert government effort to help Biden win the 2024 presidential election. Just under 1 in 5 Americans (18%) believe such a conspiracy involving Swift exists. Fully 71% of those who believe this identify with or lean toward the Republican Party and 83% indicate they are likely to support Donald Trump in the fall. Also, nearly three-quarters (73%) of those who believe the Swift conspiracy also believe the 2020 election outcome was fraudulent. [*Monmouth will be releasing a poll on the 2024 presidential election tomorrow.*] It should be noted that the group of poll respondents who accept the Swift story as fact includes some people who claim to have been unaware of it (i.e., 42% of those who say the conspiracy exists also say they had not heard about it before being contacted by Monmouth).

“The supposed Taylor Swift PsyOp conspiracy has legs among a decent number of Trump supporters. Even many who hadn’t heard about it before we polled them accept the idea as credible. Welcome to the 2024 election,” said Patrick Murray, director of the independent Monmouth University Polling Institute.

On a less sinister note, two-thirds (68%) of the American public approves of Swift encouraging her fans to vote in the upcoming election. However, Republicans (42%) are much less supportive than Democrats (88%) and independents (71%) of these turnout efforts.

Overall, 39% of American adults have a favorable impression of Swift. Only 13% hold an unfavorable view of her, while 43% have no opinion and just 5% have not heard of the singer at all. More

than 1 in 4 adults are fans of Swift’s music, including 6% who call themselves “Swifties” – the name taken on by her most ardent devotees – and 22% count themselves among her less intense fans. Interestingly, Republicans (24%) are only somewhat less likely than Democrats (33%) to say they are fans of Swift’s music. In other demographic comparisons, more women (35%) than men (22%) are fans of the singer. Also, Swift fans are more likely to be found among adults who are 35 to 55 years old (36%) than among those either ages 18 to 34 (27%) or 55 and older (22%). This is due in part to the fact that the middle age group is more likely to have children at home. Specifically, parents (33%) are more likely than non-parents (26%) to say they are fans of Swift’s music.

The *Monmouth University Poll* was conducted by telephone from February 8 to 12, 2024 with 902 adults in the United States. The question results in this release have a margin of error of +/- 4.1 percentage points for the full sample. The poll was conducted by the Monmouth University Polling Institute in West Long Branch, NJ.

QUESTIONS AND RESULTS

(* Some columns may not add to 100% due to rounding.)

[Q1-30 held for future release.]

31/A. Have you heard of the singer Taylor Swift, or have you not heard of her at all? [If HEARD OF:] Is your general impression of Taylor Swift favorable or unfavorable, or do you have no opinion of her?

	Feb. 2024
Favorable	39%
Unfavorable	13%
No opinion	43%
Not heard of	5%
(n)	(902)

31B/C. Do you consider yourself a fan of Taylor Swift’s music, or not? [If A FAN:] Would you call yourself a “Swiftie”?

	Feb. 2024
“Swiftie”	6%
Fan (not “Swiftie”)	22%
Not a fan	65%
(VOL) Don’t know	2%
Not heard of Swift (from Q31)	5%
(n)	(902)

32. Do you approve or disapprove of Taylor Swift encouraging her fans to vote in the upcoming presidential election?

	Feb. 2024
Approve	68%
Disapprove	25%
(VOL) Don’t know	7%
(n)	(902)

33. Some people say that Taylor Swift is part of a covert government effort to help Joe Biden win the presidential election. Have you heard about this idea, or not?

	Feb. 2024
Heard of	46%
Not heard of	54%
(n)	(902)

34. Do you think that a covert government effort for Taylor Swift to help Joe Biden win the presidential election actually exists, or not?

	Feb. 2024
Exists	18%
Does not exist	73%
(VOL) Don't know	9%
(n)	(902)

[Q35-37 held for future release.]

METHODOLOGY

The *Monmouth University Poll* was sponsored and conducted by the Monmouth University Polling Institute from February 8 to 12, 2024 with a probability-based national random sample of 902 adults age 18 and older. Interviews were conducted in English, and included 183 live landline telephone interviews, 362 live cell phone interviews, and 357 online surveys via a cell phone text invitation. Telephone numbers were selected through a mix of random digit dialing and list-based sampling. Landline respondents were selected with a modified Trol Dahl-Carter youngest adult household screen. Interviewing services were provided by Braun Research, with sample obtained from Dynata (RDD, n= 557), Aristotle (list, n= 152) and a panel of prior Monmouth poll participants (n= 193). Monmouth is responsible for all aspects of the survey design, data weighting and analysis. The full sample is weighted for region, age, education, gender and race based on US Census information (ACS 2021 one-year survey). For results based on this sample, one can say with 95% confidence that the error attributable to sampling has a maximum margin of plus or minus 4.1 percentage points adjusted for sample design effects (1.56). Sampling error can be larger for sub-groups (see table below). In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Demographics (weighted)

Party (self-reported): 28% Republican, 40% Independent, 32% Democrat

Sex: 48% male, 51% female, 1% other

Age: 29% 18-34, 33% 35-54, 38% 55+

Race: 61% White, 12% Black, 17% Hispanic, 10% Asian/other

Education: 37% high school or less, 29% some college, 19% 4 year degree, 15% graduate degree

MARGIN OF ERROR		unweighted sample	moe (+/-)
TOTAL		902	4.1%
REGISTERED VOTER	Yes	822	4.3%
	No	80	13.7%
SELF-REPORTED PARTY ID	Republican	231	8.1%
	Independent	393	6.2%
	Democrat	272	7.4%
IDEOLOGY	Liberal	217	8.3%
	Moderate	342	6.6%
	Conservative	327	6.8%
GENDER	Male	441	5.8%
	Female	447	5.8%
AGE	18-34	213	8.4%
	35-54	308	7.0%
	55+	380	6.3%
CHILDREN IN HOME	Yes	222	8.2%
	No	675	4.7%
RACE	White, non-Hispanic	626	4.9%
	Other	261	7.6%
COLLEGE GRADUATE	No degree	388	6.2%
	4 year degree	511	5.4%
WHITE COLLEGE	White, no degree	273	7.4%
	White, 4 year degree	350	6.5%
INCOME	<\$50K	231	8.1%
	\$50 to <\$100K	268	7.5%
	\$100K+	355	6.5%

###

Monmouth University Poll -- NATIONAL -- 2/14/24

		TOTAL	REGISTERED TO VOTE		PARTY ID			POLITICAL IDEOLOGY		
			Yes	No	Rep	Ind	Dem	Lib	Mod	Con
31. Have you heard of the singer Taylor Swift, or have you not heard of her at all? [IF HEARD] Is your general impression of Taylor Swift favorable or unfavorable, or do you have no opinion of her?	Favorable	39%	41%	31%	25%	39%	54%	54%	43%	28%
	Unfavorable	13%	12%	16%	18%	14%	6%	13%	6%	20%
	No opinion	43%	43%	41%	50%	42%	36%	32%	46%	46%
	Not heard of	5%	4%	12%	7%	5%	4%	1%	5%	7%

		GENDER		AGE 3-WAY			CHILDREN IN HOME		RACE	
		Male	Female	18-34	35-54	55+	Yes	No	White non-Hisp	Hsp-Blk-Asn-Oth
31. Have you heard of the singer Taylor Swift, or have you not heard of her at all? [IF HEARD] Is your general impression of Taylor Swift favorable or unfavorable, or do you have no opinion of her?	Favorable	38%	41%	31%	48%	38%	46%	37%	43%	35%
	Unfavorable	17%	8%	20%	9%	10%	11%	13%	12%	14%
	No opinion	41%	45%	44%	39%	45%	39%	44%	43%	43%
	Not heard of	4%	6%	4%	4%	7%	4%	6%	3%	8%

		COLLEGE GRAD		WHITE COLLEGE DEGREE		INCOME		
		No degree	4 yr degree	White no degree	White college	<\$50K	\$50-100K	\$100K+
31. Have you heard of the singer Taylor Swift, or have you not heard of her at all? [IF HEARD] Is your general impression of Taylor Swift favorable or unfavorable, or do you have no opinion of her?	Favorable	35%	48%	39%	49%	29%	40%	49%
	Unfavorable	14%	10%	13%	9%	14%	16%	9%
	No opinion	45%	39%	45%	40%	50%	40%	38%
	Not heard of	6%	3%	3%	2%	7%	4%	4%

		TOTAL	REGISTERED TO VOTE		PARTY ID			POLITICAL IDEOLOGY		
			Yes	No	Rep	Ind	Dem	Lib	Mod	Con
31BC. Do you consider yourself a fan of Taylor Swifts music, or not? [IF YES:] Would you call yourself a Swiftie?	*Swiftie*	6%	6%	8%	4%	4%	10%	14%	5%	4%
	Fan	22%	23%	17%	20%	23%	23%	24%	26%	18%
	Not a fan	65%	65%	62%	67%	66%	62%	60%	63%	71%
	[VOL] Dont know	2%	2%	1%	1%	2%	1%	1%	2%	1%
	Not heard of	5%	4%	12%	7%	5%	4%	1%	5%	7%

		GENDER		AGE 3-WAY			CHILDREN IN HOME		RACE	
		Male	Female	18-34	35-54	55+	Yes	No	White non-Hisp	Hsp-Blk-Asn-Oth
31BC. Do you consider yourself a fan of Taylor Swifts music, or not? [IF YES:] Would you call yourself a Swiftie?	*Swiftie*	5%	8%	8%	7%	4%	9%	5%	5%	8%
	Fan	17%	27%	19%	29%	18%	24%	21%	25%	18%
	Not a fan	72%	58%	68%	57%	68%	61%	66%	65%	65%
	[VOL] Dont know	2%	2%	1%	2%	2%	1%	2%	2%	1%
	Not heard of	4%	6%	4%	4%	7%	4%	6%	3%	8%

Monmouth University Poll -- NATIONAL -- 2/14/24

		COLLEGE GRAD		WHITE COLLEGE DEGREE		INCOME		
		No degree	4 yr degree	White no degree	White college	<\$50K	\$50-100K	\$100K+
31BC. Do you consider yourself a fan of Taylor Swifts music, or not? [IF YES:] Would you call yourself a Swiftie?	*Swiftie*	7%	4%	6%	5%	8%	7%	5%
	Fan	21%	24%	25%	25%	20%	22%	25%
	Not a fan	64%	66%	65%	66%	64%	66%	64%
	[VOL] Dont know	2%	2%	1%	2%	1%	2%	2%
	Not heard of	6%	3%	3%	2%	7%	4%	4%

		TOTAL	REGISTERED TO VOTE		PARTY ID			POLITICAL IDEOLOGY		
			Yes	No	Rep	Ind	Dem	Lib	Mod	Con
32. Do you approve or disapprove of Taylor Swift encouraging her fans to vote in the upcoming presidential election?	Approve	68%	68%	68%	42%	71%	88%	89%	78%	47%
	Disapprove	25%	24%	27%	51%	20%	8%	6%	17%	44%
	[VOL] Dont know	7%	7%	4%	7%	8%	4%	5%	5%	9%

		GENDER		AGE 3-WAY			CHILDREN IN HOME		RACE	
		Male	Female	18-34	35-54	55+	Yes	No	White non-Hisp	Hsp-Blk-Asn-Oth
32. Do you approve or disapprove of Taylor Swift encouraging her fans to vote in the upcoming presidential election?	Approve	64%	72%	73%	70%	64%	72%	67%	68%	70%
	Disapprove	29%	21%	23%	23%	27%	20%	26%	26%	23%
	[VOL] Dont know	7%	6%	4%	7%	9%	8%	6%	6%	7%

		COLLEGE GRAD		WHITE COLLEGE DEGREE		INCOME		
		No degree	4 yr degree	White no degree	White college	<\$50K	\$50-100K	\$100K+
32. Do you approve or disapprove of Taylor Swift encouraging her fans to vote in the upcoming presidential election?	Approve	64%	76%	64%	75%	62%	70%	74%
	Disapprove	28%	18%	30%	19%	30%	23%	21%
	[VOL] Dont know	7%	6%	5%	6%	8%	7%	6%

		TOTAL	REGISTERED TO VOTE		PARTY ID			POLITICAL IDEOLOGY		
			Yes	No	Rep	Ind	Dem	Lib	Mod	Con
33. Some people say that Taylor Swift is part of a covert government effort to help Joe Biden win the presidential election. Have you heard about this idea, or not?	Heard of	46%	51%	17%	46%	40%	56%	57%	43%	44%
	Not heard of	54%	49%	83%	54%	60%	44%	43%	57%	56%

Monmouth University Poll -- NATIONAL -- 2/14/24

		GENDER		AGE 3-WAY			CHILDREN IN HOME		RACE	
		Male	Female	18-34	35-54	55+	Yes	No	White non-Hisp	Hsp-Blk-Asn-Oth
33. Some people say that Taylor Swift is part of a covert government effort to help Joe Biden win the presidential election. Have you heard about this idea, or not?	Heard of	52%	41%	36%	51%	50%	47%	46%	53%	36%
	Not heard of	48%	59%	64%	49%	50%	53%	54%	47%	64%

		COLLEGE GRAD		WHITE COLLEGE DEGREE		INCOME		
		No degree	4 yr degree	White no degree	White college	<\$50K	\$50-100K	\$100K+
33. Some people say that Taylor Swift is part of a covert government effort to help Joe Biden win the presidential election. Have you heard about this idea, or not?	Heard of	40%	59%	47%	65%	35%	47%	61%
	Not heard of	60%	41%	53%	35%	65%	53%	39%

		TOTAL	REGISTERED TO VOTE		PARTY ID			POLITICAL IDEOLOGY		
			Yes	No	Rep	Ind	Dem	Lib	Mod	Con
34. Do you think that a covert government effort for Taylor Swift to help Joe Biden win the presidential election actually exists, or not?	Exists	18%	17%	23%	32%	18%	6%	4%	12%	32%
	Does not exist	73%	74%	64%	57%	72%	89%	90%	80%	57%
	[VOL] Dont know	9%	9%	13%	11%	10%	5%	5%	8%	12%

		GENDER		AGE 3-WAY			CHILDREN IN HOME		RACE	
		Male	Female	18-34	35-54	55+	Yes	No	White non-Hisp	Hsp-Blk-Asn-Oth
34. Do you think that a covert government effort for Taylor Swift to help Joe Biden win the presidential election actually exists, or not?	Exists	20%	16%	19%	16%	19%	18%	18%	16%	21%
	Does not exist	74%	72%	74%	76%	69%	72%	74%	74%	72%
	[VOL] Dont know	6%	12%	7%	8%	12%	10%	9%	10%	7%

		COLLEGE GRAD		WHITE COLLEGE DEGREE		INCOME		
		No degree	4 yr degree	White no degree	White college	<\$50K	\$50-100K	\$100K+
34. Do you think that a covert government effort for Taylor Swift to help Joe Biden win the presidential election actually exists, or not?	Exists	21%	11%	19%	11%	18%	21%	14%
	Does not exist	68%	83%	69%	83%	67%	73%	80%
	[VOL] Dont know	11%	6%	12%	6%	15%	6%	6%